

JUL 20 2007 2:21PM

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JUL 20 2007

NO. 113

P. 4

Attorney Docket No.: 1033-MS1020

CLAIM AMENDMENTS:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Original) A content management system comprising:

a database including a plurality of records, at least one record of the plurality of records including a plurality of fields storing a plurality of grammatical syntax elements associated with a content subject, each of the plurality of grammatical syntax elements having a rhetorical structure to facilitate selective assembly into at least one sentence;

an audience profile stored in a memory, the audience profile including a plurality of audience factors related to desired presentation of the content subject; and

a server responsive to the database, the server configured to selectively retrieve at least one grammatical syntax element of the plurality of grammatical syntax elements and to provide a data file including at least one grammatical syntax element, at least a portion of the data file constructed based upon the audience profile.

2. (Original) The content management system of claim 1, further comprising a content application, the content application configured to receive the data file including at least one grammatical syntax element and configured to provide content including at least one sentence derived from at least one grammatical syntax element.

3. (Original) The content management system of claim 2, wherein the content is included in a web page and the rhetorical structure is to fulfill a particular rhetorical/communication purpose, and wherein the content is displayed in a first context when a first audience profile is selected and is displayed in a second context when a second audience profile is selected.

4. (Original) The content management system of claim 2, wherein the content is included in a proposal.

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5. (Original) The content management system of claim 2, wherein the content is included in an electronic brochure.

6. (Original) The content management system of claim 2, wherein the content includes a plurality of sentences derived from the at least one grammatical syntax element.

7. (Original) The content management system of claim 1, wherein the grammatical syntax element is a product class.

8. (Original) The content management system of claim 1, wherein the grammatical syntax element is a product description including a verb having a specified verb tense.

9. (Original) The content management system of claim 1, wherein the grammatical syntax element is a phrase associated with a specified verb and article.

10. (Previously presented) The content management system of claim 1, wherein the at least one record of the plurality of records comprises a field that stores a sentence.

11. (Original) The content management system of claim 10, wherein the at least one sentence includes a comparison statement relating to a product associated with the content subject and includes content selected for display based on the audience profile.

12-28. (Canceled)